Week 2

The promises and perils of user generated content

User generated content (UGC) allows corporations to humanize their brand. This is achived as people of similar backgrounds can freely give their input on the brand and this makes it more realtable to the everyday market, as this information isn’t being sent directly from the marketing team of the brand. UGC give ries to a new business model. Eg social media applications run solely on UGC. This in turns allows for a more sources of emplymoent which can in turn aid the respective countrys economy. Furthermore, brands can grow faster when the UGC model is adopted. For example if a celebrtity endorses a brand on their social account, this is morelikley to reach more people faster than traditional marketing strategies. This gives rise to the next point- UGC has a great potential fro business due to the large market available and its inherent accesibiliy (accelerated by mobile device cultire). When using particular applications UGC allows for a more engaged audience eg business can post stories on their intagram account and have a poll running; users can quickly vote in a efficient manner. Thus this allows fro a more fster and efficient method to receive customer feeback than traditional methods.

As mentioned above, UGC has a large market available and consequr=ently the demise of a corporation is accelerated via this means. Eg if a celebreity has a bad expericance with a brand, due to this person’s exposure a large population will receive this and most likely disinvest from the brand. Content abuse is one of the main perils of UGC. This occurs in varouis forms, in which two will be mentioned: fraud and toxic content. Farudsters use UGC applications to employ social engineering tactics for example phisihing. Also, the possibility of identity theft is heightened and made more easy for frausters to commit in such UGC environments. Toxic content is also a major issue faced in which users post fake and misleading information. This has particularly severe effects when such fake content has the potential to ruin a legitimate business reputation.